News Release

WORLD ECONOMIC FORUM

COMMITTED TO IMPROVING THE STATE OF THE WORLD

Meet the Technology Pioneers 2012: Innovating to Transform Society

1 September 2011

Lucy Jay-Kennedy, Senior Media Manager, Media, Tel.: +41 (0)22 869 1449; lucy.jaykennedy@weforum.org

Chinese Version ¦ 中文

- World Economic Forum selects 25 Technology Pioneers, visionary companies in the fields of information technology and new media, energy/environment and life sciences/health
- Technology Pioneers 2012 includes some of the world ' s most innovative young companies whose cutting-edge technologies are transforming business and society
- Read their profiles or download the report at http://www.weforum.org/techpioneers

Geneva, Switzerland, 1 September 2011 – The World Economic Forum today announced its new class of Technology Pioneers, comprised of 25 of the most innovative technology start-ups from around the world. These companies represent the latest generation of innovation and are poised to have a critical impact on how business and society work.

The Technology Pioneers 2012 will be recognized for their work at the Annual Meeting of the New Champions in Dalian, People ' s Republic of China, from 14 to 16 September 2011.

The Technology Pioneers 2012 are drawn from the fields of information technology and new media, energy and environment, and life sciences and health where they are active in a variety of areas, illustrating the broad range of impact they have on the world. Among their many diverse activities are drip irrigation on small farms to high-precision greenhouse-gas measurement; providing financial services to underserved, rural populations; and developing photosynthetic biofuels or molecular diagnostics.

" One particular aspect to highlight this year is the large number of companies that are focusing on having a social impact, such as providing health or financial services to underserved populations, while revolutionizing the business paradigms in their industries, " said Olivier Schwab, Director, Head of Technology Pioneers, World Economic Forum. " This year ' s companies showcase the diversity in which innovative technology can be deployed to benefit business and society. "

The selected companies are (in alphabetical order): 1366 Technologies, Altobridge, Appirio, Attero Recycling , Biocartis, CloudFlare, Diagnostics For All, DoubleVerify, Driptech, Dropbox, EcoMotors International, Electro Power Systems, Financial Inclusion Network and Operations, First Energy, Joule Unlimited, Kickstarter, Lending Club, Living PlanIT, Mocana, Palantir Technologies, Picarro, Protean Electric, Solazyme, Tabula Digita and Tethys BioScience.

For further information on the Technology Pioneers 2012, please visit http://www.weforum.org/techpioneers.

The identification of the Technology Pioneer companies is the result of a rigorous selection process for which the Forum received hundreds of applications from around the world and that were evaluated by over 50 global technology experts. The selection committee includes leading academics, journalists, technologists and venture capitalists.

Since 2000, the World Economic Forum has recognized the work of young companies who hold the promise of significantly transforming the way business and society operate. More than 400 innovative companies from five

continents have been selected as Technology Pioneers. Among them, approximately 60% are still independent and 20% have been acquired by industry leaders. Previous Technology Pioneers include Monitise (2006), Mozilla Corporation (2007), Nanosolar (2007), Gridpoint (2008), Mint.com (2009), BloomEnergy (2010), Takadu (2011) and NetQin (2011).

Technology Pioneers are selected on a yearly basis. Candidate companies are nominated by Members, constituents and collaborators of the World Economic Forum, as well as by the larger public. A selection committee, comprised of top technology and innovation experts from around the world, reviews all candidate companies and makes a recommendation to the World Economic Forum, which then takes the final decision.

Notes to Editors
More information about the **Technology Pioneers Programme** at http://www.weforum.org/techpioneers
Follow the Technology Pioneers on **Twitter** at http://twitter.com/techpioneers
Read the **Technology Pioneer Blog** at http://www.forumblog.org/techpioneers
View the best pictures from the World Economic Forum **Flickr** at http://flickr.com/worldeconomicforum
Become a fan of the Forum on **Facebook** at http://facebook.com/worldeconomicforum
Follow the Forum on **Twitter** at http://twitter.com/davos
Upcoming Forum events at http://www.weforum.org/events
Press Releases at http://www.weforum.org/pressreleases
For updates about the activities of the World Economic Forum, subscribe to RSS feed

---

The World Economic Forum is an international institution committed to improving the state of the world through public-private cooperation in the spirit of global citizenship. It engages with business, political, academic and other leaders of society to shape global, regional and industry agendas.

Incorporated as a not-for-profit foundation in 1971 and headquartered in Geneva, Switzerland, the Forum is independent, impartial and not tied to any interests. It cooperates closely with all leading international organizations (www.weforum.org).

WORLD ECONOMIC FORUM
World Economic Forum, 91-93 route de la Capite, CH-1223 Cologny/Geneva
Tel. +41 (0)22 869 1212, Fax +41 (0)22 786 2744, http://www.weforum.org